AMENDMENTS TO THE CLAIMS:

Please amend the claims as follows.

1.-20. (Cancelled).

21.   (Previously Presented) A method of associating requests and events, comprising:

at a web server computer, receiving Hypertext Transfer Protocol (HTTP) requests from user computers connected to said web server computer over a first network;

in response to said HTTP requests, initiating, by said web server computer, events at server computers connected to said web server computer over a second network, wherein said events comprise backend business processes and dynamic content generation performed at said server computers;

logging HTTP requests data at said web server computer;

logging events data at said server computers;

receiving said HTTP requests data from said web server computer and said events data from said server computers at a management system residing in said second network, wherein said HTTP requests data comprises a user identification for each of said HTTP requests and a time stamp for each of said HTTP requests and wherein said events data comprises a user identification for each of said events and a time stamp for each of said events; and

at said management system, time ordering said HTTP requests and said events using said time stamp for each of said HTTP requests and said time stamp for each of said events; and

for each user identified in said HTTP requests and said events, generating an association associating each of said events performed in said second network for said each user with a previous HTTP request of said HTTP requests received from said each user over said first network that is the closest in time to said each of said events according to said time ordering.

22.   (Previously Presented) The method according to claim 21, wherein said server computers comprise an application server, an ad server, and an e-commerce server.

23. (Previously Presented) The method according to claim 21, wherein said initiating events at said server computers comprises initiating one or more scripts to insert dynamic content into a web page or to carry out one or more back end business processes.

24. (Previously Presented) The method according to claim 21, wherein said initiating events at said server computers comprises initiating generation of at least one dynamic advertisement.

25. (Previously Presented) The method according to claim 21, wherein said events occur within said second network.

26. (Previously Presented) The method according to claim 21, wherein at least one of said events occurs at an application service provider computer connected to said second network.

27. (Previously Presented) The method according to claim 21, wherein prior to said management system time ordering said HTTP requests data and said events data, said management system maps user identifications received from said server computers to individual users.

28. (Previously Presented) The method according to claim 21, wherein said HTTP requests data and said events data are received at said management system in real time.

29. (Previously Presented) The method according to claim 21, wherein said HTTP requests data and said events data are received at said management system in batches according to a predefined schedule.

30. (Previously Presented) A computer program product comprising a computer readable storage medium storing computer instructions executable by a processor for associating requests and events, said computer instructions comprising:

code for receiving Hypertext Transfer Protocol (HTTP) requests data from a web server computer and events data from server computers, wherein said HTTP requests data is logged at said web server computer, wherein said events data is logged at said server computers, wherein said HTTP requests data comprises a user identification for each of said HTTP requests and a time stamp for each of said HTTP requests, wherein said events data

comprises a user identification for each of said events and a time stamp for each of said events, wherein said web server computer is connected to user computers in a first network, and wherein said server computers are connected to said web server computer over a second network;

code for time ordering said HTTP requests and said events using said time stamp for each of said HTTP requests and said time stamp for each of said events; and

code for generating, for each user identified in said HTTP requests and said events, an association associating each of said events performed in said second network for said each user with a previous HTTP request of said HTTP requests received from said each user over said first network that is the closest in time to said each of said events according to said time ordering.

31.   (Previously Presented) The computer program product of claim 30, wherein said server computers comprise an application server, an ad server, and an e-commerce server.

32.   Cancel

33.   (Currently Amended) The computer program product of claim ~~32~~ 30, wherein said events data further comprises additional information about each event occurring at said server computers in said second network.

34.   (Previously Presented) The computer program product of claim 33, wherein said additional information comprises a state change.

35.   (Previously Presented) The computer program product of claim 30, wherein said management system is further operable to map user identifications received from said server computers to individual users.

36.   (Previously Presented) A system for associating requests and events, comprising:
        a web server computer connected to user computers over a first network for receiving Hypertext Transfer Protocol (HTTP) requests from said user computers, wherein said web server computer is operable to log said HTTP requests;

server computers connected to said web server computer over a second network,
wherein, in response to said HTTP requests, said web server computer initiates events at said
server computers and wherein said server computers are operable to log said events; and

a management system residing in said second network, wherein said management
system is operable to:

receive HTTP requests data from said web server computer and events data
from said server computers, wherein said HTTP requests data comprises a user
identification for each of said HTTP requests and a time stamp for each of said HTTP
requests and wherein said events data comprises a user identification for each of said
events and a time stamp for each of said events;

time order said HTTP requests data and said events data using said time stamp
for each of said HTTP requests and said time stamp for each of said events; and

for each user identified in said HTTP requests data and said events data,
generate an association associating each of said events performed in said second
network for said each user with a previous HTTP request of said HTTP requests
received from said each user over said first network that is the closest in time to said
each of said events according to said time order.

37.   (Previously Presented) The system of claim 36, wherein said server computers
comprise an application server, an ad server, and an e-commerce server.

38.   (Currently Amended) The system of claim 36, wherein said events data further
comprises, for each event occurring at said server computers, a user identification, a time
stamp, and an event type.

39.   (Previously Presented) The system of claim 36, wherein said management system is
further operable to map user identifications received from said server computers to individual
users.

40.   (Previously Presented) The system of claim 36, wherein said HTTP requests data and
said events data are received at said management system in real time or in batches according
to a predefined schedule.

41.   (New) A method for associating requests and events, comprising:

receiving Hypertext Transfer Protocol (HTTP) requests from user computers connected to said web server computer over a first network;

in response to said HTTP requests, initiating, by said web server computer, events at server computers connected to said web server computer over a second network, wherein said events comprise backend business processes and dynamic content generation performed at said server computers;

logging HTTP requests data at said web server computer;

logging events data at said server computers;

receiving Hypertext Transfer Protocol (HTTP) requests data from a web server computer and events data from server computers at a management system connected to the web server computer and server computers via a network, wherein:

said HTTP requests data corresponds to HTTP requests made to the web server computer and comprises a user identification for each of said HTTP requests and a time stamp for each of said HTTP requests; and

said events data corresponds to events initiated at the server computers in responses to said HTTP requests and comprises a user identification for each of said events and a time stamp for each of said events; and

time ordering at said management system said HTTP requests and said events using said time stamp for each of said HTTP requests and said time stamp for each of said events; and

for each user identified in said HTTP requests and said events, generating an association at said management system associating each of said events performed in said second network for said each user with a previous HTTP request of said HTTP requests received from said each user over said first network that is the closest in time to said each of said events according to said time ordering.

42. (New) The method according to claim 41, wherein said server computers comprise an application server, an ad server, and an e-commerce server.

43. (New) The method of Claim 41, wherein said events data further comprises and event type for each of said events.

44. (New) The method of Claim 41, further comprising mapping user identifications received from said server computers to individual users.